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MS AF
REPLY UNDER 37 C.F.R. § 1.116
EXPEDITED PROCEDURE
EXAMINING GROUP

UNITED STATES DEPARTMENT OF COMMERCE
PATENT AND TRADEMARK OFFICE
PATENT EXAMINATION BRANCH

In re the Application of:
KLARFELD et al.)
Serial No.: 09/963,335)
Filed: September 24, 2001)
For : SYSTEM AND METHOD FOR)
PERSONALIZED TV)
Irvine, California 92612
)

MS AF
Commissioner for Patents
P.O. Box 1450
Alexandria VA 22313-1450

AMENDMENT IN RESPONSE TO THE AUGUST 10, 2006 FINAL OFFICE ACTION

Dear Sir:

In response to the office action on August 10, 2006, please amend the above identified application as follows: **Amendments to the Claims** are reflected in the listing of claims which begins on page 2 of this paper. **Remarks** begin on page 6 of this paper.

Please charge any additional fees to our Deposit Account No. 01-1960. A duplicate copy of this page is enclosed for that purpose.